## ORDER

106970 Orders Order / Rev: Alt Order#: 06855644 Product Desc: BERKLEY FOR SENATE Estimate: 30S Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 09/24/12 / 09/25/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. EOM/EOC Billing Cycle: Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: Berkley, Shelley for Senate A35+ Demographic: New Business Thru: Product Codes: PLC01 Order Separation: 00:05:00

Bill Plan

Start Date	Start Date End Date		Gross Amount	Net Amount
08/27/12	09/30/12	60	\$36,700.00	\$31,195.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

## Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$36,700.00	\$31,195.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	73	\$45,800,00	\$38 930 00	0.00

## **Account Executives**

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	17%	\$45,800.00
Market	100%	\$269 411 76

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$99,682.35
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$61,964.71
KTUD	0%	\$0.00
KVVU	20%	\$53,882.35
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,082.35

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wake Up Early Wa	_	430a-5a	-TWT	:30	4	\$50,003	0.00 NM	4	\$200.00
	WAKE	JP			_								
	<u>Star</u>	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						

Print Date: 09/26/12 07:44:11 Page 2 of 5

 Order / Rev:
 106970
 Advertiser:
 Berkley, Shelley for Senate

 Alt Order #:
 06855644
 Product Desc:
 BERKLEY FOR SENATE
 KSNV

 Flight Dates:
 09/25/12 - 10/01/12
 Estimate:
 30S

Ch Start End Inventory Code Break Start/End Time Ln Davs Len Spots Rate Pri Rtg Type Spots Amount KSNV 09/25/12 09/28/12 Wake Up Early w/ Wagn@M 430a-5a -TMT---:30 \$50,003 0.00 NM 4 \$200.00 Wake Up Early Wagners WAKE UP Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 -TWT---Week: 09/24/12 0.00 \$50.00 Wake Up Early w/ Wagn@M KSNV 10/01/12 10/01/12 430a-5a M----:30 1 \$50.003 0.00 NM \$50.00 1 Wake Up Early Wagners WAKE UP Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$50.00 0.00 E 3 KSNV 09/25/12 09/28/12 M-F 5-6a WakeUp w/WaQM 5-6a -TWTF--:30 8 \$325.001 0.00 NM 3 \$975.00 M-F 5-6a WakeUp w/Wagners WAKE UP Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -- TWTF---\$325.00 0.00 M-F 6-7a WakeUp w/Wa@M 09/25/12 09/28/12 F 4 KSNV 6-7a -TWTF--:30 6 \$650.001 0.00 NM \$3,900.00 M-F 6-7a WakeUp w/Wagners WAGNERS **End Date** Start Date **Weekdays** Spots/Week Rate Rating Week: 09/24/12 09/30/42 -TWTF--6 \$650.00 0.00 Ch Date Range Description Spot Start/End Time <u>Weekdays</u> Length Rate Rtg Type -TWThF----1 KSNV 09/24/12-09/30/12 M-F 6-7a WakeUp w/Wagner6-7a :30 (\$650.00) 0.00 NM See MG 4.9.4.10 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 6 KSNV 09/24/12-09/30/12 M-F 6-7a WakeUp w/Wagner6-7a -TWThF----:30 (\$650:00) 0.00 NM See MG 4.9.4.10 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 9 KSNV 09/27/12-09/28/12 M-F 6-7a WakeUp w/Wagner6-7a ---ThF----:30 \$650.00 0.00 NM MG for 4.1.4.6 [Revised Rate to Reinstate] 10 KSNV 09/27/12-09/28/12 M-F 6-7a WakeUp w/Wagner6-7a ---ThF----:30 \$650.00 0.00 NM (f) MG for 4.1,4.6 [Revised Rate to Reinstate] E 5 KSNV 10/01/12 10/01/12 M-F 5-6a WakeUp w/WaQM :30 5-6a \$450.001 0.00 NM M-----2 \$900.00 M-F 5-6a WakeUp w/Wagners WAKE UP End Date Start Date **Weekdays** Spots/Week Rate Rating 10/07/12 Week: 10/01/12 \$450.00 0.00 KSNV 10/01/12 10/01/12 M-F 6-7a WakeUp w/WaQM 6-7a M-----:30 2 \$700.001 0.00 NM 2 \$1,400.00 M-F 6-7a WakeUp w/Wagners WAGNERS Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$700.00 0.00 KSNV 09/25/12 09/28/12 Today Show CM 658a-9am -TWTF--:30 \$850.001 0.00 NM 6 \$5,100.00 Today Show **TODAY SHOW** Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 09/24/12 09/30/12 \$850.00 0.00 E 8 KSNV 10/01/12 10/01/12 Today Show СМ 658a-9am :30 2 \$900.001 0.00 NM M----2 \$1,800.00 **Today Show TODAY SHOW** Start Date **End Date** Spots/Week Rating Weekdays Rate 10/07/12 0.00 \$900.00 Week: 10/01/12 KSNV 09/25/12 09/28/12 M-F Today Show II 3rd H@M 9-10a -TWTF--:30 \$350.001 0.00 NM \$1,050.00 M-F Today Show II **TODAY SHOW II** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 -TWTF--Week: 09/24/12 \$350.00 0.00 E 12 KSNV 09/25/12 09/28/12 Noon News CM 12-1230pm -TWTF--:30 \$425.001 0.00 NM 3 \$1,275.00 Noon News

**NEWS** 

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KSNV

Order / Rev: 106970

Advertiser:

Berkley, Shelley for Senate

Alt Order #: 06855644

Flight Dates: 09/25/12 - 10/01/12

06855644 Product Desc:

BERKLEY FOR SENATE

Estimate: 30S

Break Start/End Time Ch Start Inventory Code Days Ln End Len Spots Rate Pri Rtg Type Spots Amount \$425.001 E 12 KSNV 09/25/12 09/28/12 Noon News CM 12-1230pm -TWTF--:30 3 0.00 NM \$1,275.00 Noon News **NEWS** <u>Weekdays</u> Spots/Week Rating Start Date End Date Rate 09/30/12 -TWTF--0.00 3 \$425.00 Week: 09/24/12 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 09/24/12-09/30/12 Noon News 12-1230pm -TWThF----:30 (\$425-00) 0.00 NM See MG 12.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE ---ThF----5 KSNV 09/27/12-09/28/12 Noon News 12-1230pm :30 \$425.00 0.00 NM (f) MG for 12.1 09/26 [Revised Rate to Reinstate] E 13 KSNV 10/01/12 10/01/12 Noon News CM M----\$425.001 12-1230pm :30 0.00 NM 1 \$425,00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 M----\$425.00 0.00 E 21 KSNV 09/25/12 09/28/12 Dr. Phil CM 3-4p -TWTF--:30 \$225.003 0.00 NM \$900.00 4 Dr Phil DR. PHIL End Date Weekdays Spots/Week Rating Start Date Rate 09/30/12 -TWTF--0.00 Week: 09/24/12 \$225.00 E 22 KSNV 09/30/12 09/30/12 News 3 Live in Prime CM 7-10pm ----S :30 \$600,003 0.00 NM \$1,200.00 News 3 in Prime **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----S \$600.00 0.00 E 23 KSNV 09/25/12 09/28/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm ~TWTF~~ :30 \$225.003 0.00 NM 2 \$450.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating -TWTF--Week: 09/24/12 09/30/12 \$225.00 0.00 E 24 KSNV 09/25/12 09/28/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TWTF--:30 \$700.001 0.00 NM \$2,800,00 4 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ~TWTF~~ \$700.00 0.00 E 25 KSNV 10/01/12 10/01/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm M-----:30 \$725,001 0.00 NM \$725.00 4PM NEWS (1 hour) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating M-----Week: 10/01/12 10/07/12 \$725.00 0.00 E 26 KSNV 09/25/12 09/28/12 M-F Early News CM 5-630p :30 5 \$1,000.001 0.00 NM -TWTF--\$5,000.00 M-F Early News **NEWS** Weekdays Spots/Week Rating Start Date End Date Rate 09/30/12 Week: 09/24/12 ~TWTF~~ 5 \$1,000.00 0.00 E 28 KSNV 10/01/12 10/01/12 M-F Early News CM 5-630p M-----:30 1 \$1,200.001 0.00 NM \$1,200.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$1,200.00 0.00 1 E 30 KSNV 09/25/12 09/28/12 Face to Face w/ RalstonCM 730-758pm -TWTF--:30 \$800.001 0.00 NM 3 3 \$2,400.00 Face to Face w/ J.Ralston FACE TO FACE Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> -TWTF--Week: 09/24/12 09/30/12 3 \$800.00 0.00

KSNV

Page 4 of 5 Print Date: 09/26/12 07:44:12 Berkley, Shelley for Senate Order / Rev: 106970 Advertiser:

BERKLEY FOR SENATE

Product Desc:

09/25/12 - 10/01/12 Estimate: 30\$

Alt Order #:

06855644

Flight Dates:

E 30 KSNV 09/25/12 09/28/12 Face to Face w/ RalstonCM 730-758pm -TWTF :30 3 \$800.001 0.00 NM Face to Face w/ J.Ralston  FACE TO FACE  Start Date	\$2,400.00
FACE TO FACE    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/24/12         09/30/12         -TWTF         3 \$800.00         0.00           Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg Type           2 KSNV 09/24/12-09/30/12 Face to Face w/ Ralston         730-758pm         -TWThF         :30 (\$800.00)         0.00 NM           See MG 30.4 [NOT AVAILABLE RATE] NOT AVAILABLE RATE        Th         :30 \$800.00         0.00 NM           ⊕ MG for 30.2 09/26 [Revised Rate to Reinstate]        Th         :30 \$800.00         0.00 NM           E 31 KSNV 10/01/12 10/01/12 Face to Face w/ RalstonCM         730-758pm         M         :30 1 \$900.001         0.00 NM	
Week: 09/24/12       09/30/12       -TWTF       3       \$800.00       0.00         Spot       Ch Date Range       Description       Start/End Time       Weekdays       Length       Rate       Rtg Type         2       KSNV 09/24/12-09/30/12 Face to Face w/ Ralston       730-758pm       -TWThF       :30       (\$800.00)       0.00       NM         See MG 30.4 [NOT AVAILABLE RATE] NOT AVAILABLE RATE      Th       :30       \$800.00       0.00       NM         ★ KSNV 09/27/12-09/27/12 Face to Face w/ Ralston       730-758pm      Th       :30       \$800.00       0.00       NM         ★ MG for 30.2 09/26 [Revised Rate to Reinstate]       Revised Rate to Reinstate]	
2 KSNV 09/24/12-09/30/12 Face to Face w/ Ralston 730-758pm -TwThF :30 (\$800.00) 0.00 NM See MG 30.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE  4 KSNV 09/27/12-09/27/12 Face to Face w/ Ralston 730-758pmTh :30 \$800.00 0.00 NM	
See MG 30.4         [.NOT AVAILABLE RATE] NOT AVAILABLE RATE         4 KSNV 09/27/12-09/27/12 Face to Face w/ Ralston 730-758pmTh :30 \$800.00 0.00 NM         ⊕ MG for 30.2 09/26 [Revised Rate to Reinstate]         E 31 KSNV 10/01/12 10/01/12 Face to Face w/ RalstonCM 730-758pm M :30 1 \$900.001 0.00 NM	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE 4 KSNV 09/27/12-09/27/12 Face to Face w/ Ralston 730-758pmTh :30 \$800.00 0.00 NM	
[Revised Rate to Reinstate]  E 31 KSNV 10/01/12 10/01/12 Face to Face w/ RalstonCM 730-758pm M :30 1 \$900.001 0.00 NM 1	
E 31 KSNV 10/01/12 10/01/12 Face to Face w/ RalstonCM 730-758pm M :30 1 \$900.001 0.00 NM 1	
·	\$900.00
	·
FACE TO FACE	
<u>Start Date                                     </u>	
E 32 KSNV 09/29/12 09/29/12 Vegas Inc. CM 6:30-8pmS- :30 1 \$225.002 0.00 NM 1	\$225.00
Vegas Inc.	
VEGAS <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>	
Week: 09/24/12 09/30/125- 1 \$225.00 0.00	
E 33 KSNV 09/25/12 09/28/12 M-F Jeop/Wheel CM 630-730pm -TWTF :30 3 \$1,000.001 0.00 NM 3	\$3,000.00
M-F Jeopardy/Wheel of Fortune JEOPARDY/WHEEL	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 09/24/12 09/30/12 -TWTF 3 \$1,000.00 0.00	
E 35 KSNV 09/29/12 09/29/12 Weekend Jeopardy/Wh@M 630-730pmS- :30 1 \$500.001 0.00 NM 1	. \$500.00
WKND Jeop/Wheel JEOPARDY/WHEEL	
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>	
Week: 09/24/12	#4 075 BO
E 41 KSNV 09/25/12 09/28/12 The Tonight Show CM 1135p-1237a -TwTF :30 3 \$425.001 0.00 NM 3 Tonight Show	\$1,275.00
TONIGHT SHOW	
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 09/24/12 09/30/12 -TWTF 3 \$425.00 0.00	
Week: 09/24/12 09/30/12 -TWTF 3 \$425.00 0.00  E 42 KSNV 10/01/12 10/01/12 The Tonight Show CM 1135p-1237a M :30 1 \$500.001 0.00 NM 1	\$500.00
Tonight Show	4000.00
TONIGHT SHOW	
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 M 1 \$500.00 0.00	
E 43 KSNV 09/25/12 09/28/12 M-F News 3 at Eleven CM 11pm-1135pm -TwTF :30 3 \$1,100.001 0.00 NM 3	\$3,300.00
M-F News 3 at Eleven	
NEWS Start Date <u>End Date Weekdays Spots/Week Rate</u> <u>Rating</u>	
Week: 09/24/12 09/30/12 -TWTF 3 \$1,100.00 0.00	
E 44 KSNV 10/01/12 10/01/12 M-F News 3 at Eleven CM 11pm-1135pm M :30 1 \$1,200.001 0.00 NM 1	\$1,200.00
M-F News 3 at Eleven NEWS	
Start Date <u>End Date Weekdays Spots/Week Rate</u> Rating	
Week: 10/01/12 10/07/12 M 1 \$1,200.00 0.00	
E 45 KSNV 09/29/12 09/30/12 Sa-Su News 3 at ElevenCM 11pm-1135pmSS :30 2 \$1,100.001 0.00 NM 2	\$2,200.00
Sa-Su News 3 at Eleven	
NEWS	
NEWS <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>	
Start Date End Date <u>Weekdays Spots/Week Rate Rating</u> Week: 09/24/12 09/30/12SS 2 \$1,100.00 0.00	46
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/24/12         09/30/12        SS         2 \$1,100.00         0.00           E 46 KSNV 09/30/12 09/30/12 News 3 Sunrise - SUND&M 6a-7a        S         :30         1 \$325.001         0.00 NM         1	\$325.00
Start Date End Date <u>Weekdays Spots/Week Rate Rating</u> Week: 09/24/12 09/30/12SS 2 \$1,100.00 0.00	\$325.00

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Order / Rev:

106970

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06855644

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

09/25/12 - 10/01/12

Estimate:

30\$

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
E 46 KSNV	09/30/1	2 09/30/12	News 3 Sunrise	- SUND&M	6a-7a	S	:30	1	\$325.001	0.00 NM	1	\$325.00
			News 3 Sunrise	SUNDAY								
NEWS												
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/:	24/12	09/30/12	S	1	\$325.00	0.00						
E47 KSNV	09/30/1	2 09/30/12	Sunday Today	CM	7a-8am	S	:30	1	\$625.001	0.00 NM	1	\$625.00
			Sunday Today									
SUN TO	DDAY											
Sta	<u>rt Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/:	24/12	09/30/12	S	1	\$625.00	0.00						
										Totals	73	\$45,800.00